

A SEASON OF HAT BRIMS, THIS

AND IN THEIR CURVES ARE VERY COQUETTISH EFFECTS.

They Are Treated And Admired to Bring Out the Charm of the Face. Under Them—Many Hats—Need to Be a Fashionable Outfit—Variety of the Shapes and Decorations.

Napoleon, who was supposed to have defined the art of women's hats, once said that "an ill-dressed woman is unpardonable." What would he think if he could see some of the wild flights of fancy in shapes, modes of decoration and prices which characterize the millinery of the present season?

More appalling still is the number of hats which the ultra-fashionable woman of today requires for her summer outfit. "Of good things we cannot have too many," seems to have been her text when summer hats were under consideration, and she starts out on her peregrinations with at least forty.

This is hardly the average number, but it is the actual number that some women consider indispensable for an elegant and truly fashionable appearance. The hat makes the woman, according to her way of reasoning, and it is true to a certain extent, since a dowdy hat can almost ruin the appearance of the smartest gown.

A simple gown with a successful hat is the better description of this, as a becoming hat goes far toward making a woman passed with herself. The moral effect of a stylish, becoming hat is not to be slighted.



either, as it puts a woman on her mettle, inspires her to live up to the effort and creates an inward peace of mind which is worth the price.

This is indeed a season of hat brims, and the summer girl ought to study its every curve as a means of adding new fascinations to her already numerous charms. You see there is coquetry in a hat brim if you manage it right, and everything lies in knowing how to manipulate it so that it will give just the right light and shade to the eyes.

The picturesque hats with long, sweeping plumes are especially adapted to the whims of the summer girl. Just at present she favors a low shape, bending well over the eyes and well down on the hair at the back, made of blue straw, trimmed with green wings.

But this is only a beginning. She must have hats for all her gowns suited to each and every occasion.

Hats are to be worn constantly through the waking hours this season. If they are true, and as far as fashions at the summer resorts have developed, they seem to confirm this statement.

The shirt-waist hat is shown in great variety, but the sailor with a plain band seems to have returned to us again, looking as smart and youthful as ever. The hat with a wide brim, which turns up all around except directly at the back, is very stylish with the coat and skirt costumes, and it is made of Panama and fancy straws in white, cream, and black and white.

Hats seem to be growing in size as the summer advances, and the fashion of drooping ends at the back no doubt adds to this effect as well as to the price, which is fabulous if you wish to make it so. But it is also true that there never was a time when such pretty stylish hats could be purchased in the dry goods stores for such a moderate sum.

Each season this department has grown in grace until it is possible to get a hat of very good style, smartly trimmed, for a small price. These are simple hats, of course, but they are in every way up to date.

What is called the rolled brim sailor in cream and black straw, with a stylish bow of black satin ribbon at the back, can be purchased for \$5.00. Rolling brims turned up very decidedly on one side are very popular.

You see this style in a lacy black straw faced with folds of black chiffon and a wreath of fine forget-me-nots around the edge. A rosette of pale blue silk fastens at the side, and silk is carried around the crown with bow and ends at the back.

Another hat in this shape is made of plaited white mouseline de seda with pink roses tucked in at one side against the hair. The only trimming, aside from the roses, is a scarf of soft, white mouseline, inset with motifs of lace and finished on the ends with plaited frills which hang over the hair.

Discs of lace and black velvet on net, tulle or chiffon make a pretty combination which is used for crowns with cream straw and white silk ribbons combined in the brim.

Flowers certainly never were so lovely as they are this season. Every tint of color is brought out in these marvellous counterfeits of nature and every kind of flower is used.

About the daintiest and most stylish blossoms on the list are the white silk poppies. On an all white hat, with no other trimming, they are charming. White thistles are another pretty fancy.

Everything in the way of foliage is used, even to watercresses, and as for fruit there seems to be the whole lot, including apples and lemons.

One of the most startling hats in the millinery display is a cherry colored plateau turned up at the back with rosette bows of black velvet ribbon, but this is for the piquante face with abundant hair. This is an extreme style, an exaggeration, perhaps, but sometimes the more eccentric the hat is the more chic it is.

By comparison some of the shapes seem to be merely freaks, they are so exaggerated and pronounced in every way, as the illustration shows. But there are always women who must have the extremes in everything in dress to be quite happy, and they can indulge their fancy this season in every department.

Hats made entirely of straw, white, black and burnt yellow in combination are one of the latest whims. The use of green is another, emphasized in every possible way, green mouseline de seda being used for the foundation hats covered with black lace.

In Placing Your Advertising for the Season be certain the Sun is on your list. The leading summer issue advertiser who use The Sun is in themselves an endorsement of the value of the paper as a profitable medium.

ANY OLD PLACE FOR COUPLINGS.

Lovers, However, Need to Have a Slight Preference for Street Cars.

From the Chicago Tribune.

Couplings is not distinctively a parlor game in Chicago. Neither is it an exclusive pastime of the secluded nooks and corners of public parks. As a matter of fact, you don't need a parlor or a shaded lamp or a convenient park to make love in Chicago. All you need is a girl. The possession of this luxury insures plenty of couplings, for it is quite commonplace in Chicago to make love in any spot where the inclination happens to strike you. The Chicago public is exceedingly tolerant, especially with lovers. This fact is evidenced every day and evening by the attitude of persons who see little love scenes in all sorts of public places.

It is strange that not all the girls who are wooed and won in this city have the honey-dipped words poured into their ears within the dulcet folds of the shaded parlor lamp or under the protecting branches of some friendly tree in the park. The truth is that Chicago young men and women make love everywhere, and an observant person can in a single day see a sufficient number of love exhibitions to give him the fever if he is not an immune.

This condition does not apply to those not so deeply entangled in the meshes of sentiment that they can't help it. There are two classes of lovers: those who love mildly and those who love madly and don't care who knows it. It is those in the latter class who carry their love-making into public, and the condition is becoming more common every day.

Ten years ago if fifty persons riding in street cars had observed a young man enthusiastically holding a young woman's gloved hand and gazing intently into her eyes with that enraptured expression for which there could be but one cause, a police call would have resulted, and the doors of the padded cell

would have swung open to receive the semi-conscious lover. But times have changed. Nowadays it is almost customary to hold the hand of the young woman riding with you in a street car. And what is more, this open love-making doesn't attract any special attention. The disposition of the public is to pass it by unnoticed.

Any one who rides much on street cars sees an act from "A Lover's Wooing" almost every day, and the sentimental demonstration is not confined to young men either. Girls take a hand in it, too. How often have you observed a young man and woman sitting in a street car so wrapped up in love that they failed to notice a crowd looking across the aisle? And how often have you seen the young man's hand steal outward and down to grasp a stuffy glove resting at his side?

Sometimes more devious methods are resorted to. For instance, a young man will fold his arms with great dignity and peer absently out of the window. Apparently he doesn't know there is a girl within twelve inches of him. But if you will take the trouble to observe more closely you will find that under his arm there is a girl's hand and that a silent system of love telegraphy is being carried on all the while. This method is more in favor with modest and bashful persons, but it is no less effective than others more public in their character.

Just now, with spring at hand and balmy evening breezes blowing, the grip cars have regained their popularity with persons in love. The reason for this is obvious. In the grip car there is no place like the grip car for exchanging affection. The reasons for this are obvious. In the grip car there is no place like the grip car for exchanging affection. The reasons for this are obvious. In the grip car there is no place like the grip car for exchanging affection.

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WOMAN'S SHOPPING MANIA.

IT'S A DISEASE, ACCORDING TO TWO OBSERVERS.

Effect of Hysteria on Womanhood as Seen by a Policeman—Evidence That Women Sometimes Buy Things Madly Without Knowing What They Are Doing.

"New York is always noisy," said the policeman stationed at one of the busiest crossings in the uptown shopping district. "There is always confusion in its streets, and there is no one to get up to its watchfulness in the remotest nook and corner."

Women seem to delight in rushing across a street in the most reckless fashion and in these days of autos and electric cars it is most dangerous experiment, although many a number of women seem to think it a huge joke to get across a street, escaping from being run over by a half-breathless car.

"Then in the shops they crowd into elevators until they are nearly forced back. They jump on and off moving cars in a manner nothing less than insane, and above all they crowd around windows, bargain counters and street flower sellers. They seem to love crowds."

"There, at least, is one general rule that people could follow to advantage if they only would. To keep away from all crowds is one of the best ideas that ever found lodgment in a brain. I don't believe that any one ever found any benefit in a crowd that he sought to join through mere curiosity."

"Whether it is a street parade or a baseball bulletin there is always more or less



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A SUPPORTING ARM AS YOU TAKE THEM OVER

TO THE OPPOSITE CURB, THEY WILL STRETCH YOUR SHOES WITH BOTH HANDS LIKE TIED JUNE BRIDES. THEN THERE ARE OTHERS WHO IF YOU SO MUCH AS TOUCH THEIR ELBOWS WILL GLARE AT YOU AND TAKE THE NUMBER ON YOUR SHOULDER TO REPORT YOU.

"Women are difficult to deal with, anyhow, but this shopping crowd is especially difficult. They are hysterical. I know what I am talking about for I've been at race tracks stationed on Grandstands where women were in the majority and where there was no excitement enough to confuse them."

"But they were a calm and level-headed lot compared to this shopping crowd of girls. Sometimes I get so excited that I imagine that I'm catching it, whatever it is, and that I'll be out with samples myself in a day or two."

"My advice to the banner drive with these shopping crowds. I can tell you when Monday night comes I'm in what you might call a 'fizz' condition. I have to go home and drink strong tea. I've never been detained in the busiest part of the downtown business district than up here with these large day women."

"If there's such a thing as shopping mania," repeated the superintendent of a big shop, "I don't know that it can be called that exactly. Women become very enthusiastic over their shopping and sometimes they do get excited over bargains."

"I think a woman often buys more than she intends to, but she does not know it until she is in the shop. She is then tempted by the temptation of a bargain, and she is then a slave to the impulse of a sudden desire to buy what she will have vanished by the time the article arrives with the bill."

"It is getting to be a most annoying phase of the business, but we have to send out goods except in the case of people who



seem to make a bad of ordering goods, they are looking at that they will lose sight of incoming trucks or cars, run away horses and automobiles.

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A. Simonson
933 BROADWAY 21-22 Streets
Summer Hair Goods
made especially for summer wear. They are not only beautiful, but light and cool, and keep their shape in the atmosphere of the month's and the moisture of the sea shore. I make these coiffures to match exactly any shade of natural hair.
FOR THE FRONT HAIR: Marie Antoinette, Pompadour, Waves
FOR THE BACK HAIR: Lover's Knot, Newport Coil, Wavy Switches
Hair Ornaments
You will find in my extensive collection, ornaments suitable for summer hops or to adorn and keep the hair in order when you are out of doors without a hat.
CAREFUL ATTENTION TO MAIL ORDERS
No Branch Stores No Agents

NATION BECOMING ATHLETIC.

THE SURPRISING DEVELOPMENT OF PHYSICAL CULTURE.

A Score of Physical Culture Schools Where Ten Years Ago There Were One or Two—As Many Women as Men Taking Up Muscle Development—Views of an Instructor on the Subject.

A well-known physician remarked the other day that the United States was slowly,



but surely, becoming a nation of athletes. The remark was made in a moment of enthusiasm over Duffy's running 100 yards in 9.5 seconds in the intercollegiate games last Saturday, but in a talk on the comparative physiology of nations. The physician gave as the reason for his statement, the wonderful increase in the popularity of physical culture. Then he added:

"With the men and women of this country and even the children, physical culture has taken such a hold as to have become almost as much a matter of daily habit as eating and drinking. To-day everybody we know plays golf or tennis and the women are as much interested in athletics as the men. The result is that we are getting stronger and healthier every day and the benefit according to children yet unborn can hardly be estimated. It will be said one day of Americans, as it was of a people of an older time, 'There were giants in those days.'"

It is true, as the doctor said, that physical culture is becoming more popular in the United States every day. But according to the experts, there is a fine distinction between physical